## **CLAIMS**

What is claimed is:

- 1. A method for delivering information to a person having a terminal with an associated display upon which the images are visually perceived by a person using the terminal and a cursor whose position is controllable by the person, comprising the steps of:
  - (a) providing a display iframe upon said visual display;
  - (b) providing initial signals to establish a primary image area on the display iframe, said primary image area including information that is visually perceivable by said person and a sub-area of said primary image area within said display iframe;
  - (c) enabling said person to control said cursor to position said cursor on said sub-area of said primary image to provide a selected sub-area whereupon said person is automatically provided with additional visually perceivable information associated with said selected subarea;
  - (d) said additional visually perceivable information being provided independently of further positioning of said cursor by said person; and
  - (e) said respective additional visually perceivable information being imperceivable by said person until said cursor is located on said selected sub-area.
- 2. The method of Claim 1 wherein the additional visually perceivable information is provided substantially outside the boundaries of said banner area.



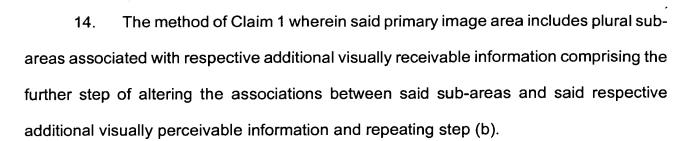


- 3. The method of Claim 1 wherein said additional visually perceivable information includes audio information.
- 4. The method of Claim 1 wherein said additional visually perceivable information includes video information.
- 5. The method of Claim 1 wherein said additional visually perceivable information comprises mixed media information.
- 6. The method of Claim 1 wherein said additional visually perceivable information remains perceivable to the person as long as said cursor remains on said selected sub-area.
- 7. The method of Claim 1 wherein said initial signals carry the instructions necessary for enabling said terminal to establish said additional visually perceivable information.
- 8. The method of Claim 6 wherein said additional visually perceivable information is displayed in a selected region adjacent said selected sub-area and said additional visually perceivable information remains perceivable to the person as long as said cursor remains on said selected region.
- 9. The method of Claim 8 wherein said additional visually perceivable information contains link information for linking said person to a further website when said person clicks on said selected region.
  - 10. The method of Claim 1 comprising the steps of:
    - (a) receiving said visually perceivable banner information;
    - (b) receiving said additional visually perceivable information; and





- (c) specifying a placement of said additional visually perceivable information with respect to said visually perceivable banner information.
- 11. The method of Claim 10 comprising the steps of:
  - (a) receiving first identification data representative of said visually perceivable banner information;
  - (b) receiving second identification data representative of said additional visually perceivable information; and
  - (c) displaying said visually perceivable banner information and said additional visually perceivable information in accordance with said first and second identification data.
- 12. The method of Claim 11 comprising the step of building a use map in accordance with said first and second identification data.
- 13. The method of Claim 12 wherein the step of providing said additional visually perceivable information comprises the steps of:
  - (a) building a pop-up function in accordance with said additional visually perceivable information;
  - (b) adding hypertext markup language information to said pop-up function to provide an enhanced pop-up function; and
  - (c) displaying said visually perceivable banner information and said additional perceivable banner information in accordance with said enhanced pop-up function.



- 15. The method of Claim 14 comprising the steps of:
  - (a) recording parameters representative of the performance of said additional visually perceivable information to provide recorded performance parameters; and
  - (b) altering said associations between said sub-areas and said respective additional visually perceivable information in accordance with said recorded performance parameters.
- 16. The method of Claim 15 comprising the steps of altering said associations between said sub-areas and said respective additional visually perceivable banner information in accordance with predetermined recorded performance parameters.
- 17. The method of Claim 16 comprising the steps of altering said associations between said sub-areas and said respective additional visually perceivable banner information in accordance with recorded performance parameters selected after said altering of said associations between said sub-areas and said respective additional visually perceivable information.
  - 18. The method of Claim 1 comprising the steps of:
    - (a) transmitting a request having request information to a server database on a website containing stored visually perceivable





information in response to said positioning of said cursor on said selected sub-area;

- (b) selecting said additional visual information from said stored visual information in response to said request information; and
- transmitting said selected stored visual information to said banner (c) website.